

**Claims**

1. A pouch made of water-reactive material comprising solids wherein more than 10 % by weight of the total amount of solids in the pouch are perfume particles.

5 2. A pouch according to claim 1 wherein the pouch contains less than 20 % of a bleaching agent by weight of the total amount of solids in the pouch.

3. A pouch according to any one of claims 1 wherein the pouch contains less than 20 % of anionic and nonionic surfactants by weight of the total amount of solids in the pouch.

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4. A pouch according to claim 1 wherein said perfume particle comprises particle carrier material selected from polymers comprising monomers selected from isobutyl methacrylate, n-butyl acrylate, n-butyl methacrylate, isobutyl acrylate, n-propyl acrylate and iso-propylmethacrylate, methyl methacrylate, styrene and mixtures thereof and/or polymers comprising monomers selected from decyl (meth)acrylates, dodecyl (meth)acrylates, tetradecyl (meth)acrylates, hexa-decyl (meth)acrylates, and mixtures thereof.

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5. A pouch according to claim 1 wherein said perfume particle comprises particle carrier material selected from silicas, zeolites, macroporous zeolites, amorphous silicates, crystalline nonlayer silicates, layer silicates, calcium carbonates, calcium/sodium carbonate double salts, sodium carbonates, clays, sodalites, alkali metal phosphates, pectin, chitin microbeads, carboxyalkylcelluloses, gums, resins, gelatin, gum arabic, porous starches, modified starches, carboxyalkyl starches, cyclodextrins, maltodextrins, synthetic polymers such as polyvinyl pyrrolidone (PVP), polyvinyl alcohol (PVA), cellulose ethers, polystyrene, polyacrylates, polymethacrylates, polyolefins, aminoplast polymers, crosslinkers, and mixtures thereof.

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25 6. A pouch according to claim 5 wherein said perfume particle comprises a hydrophobic carrier particle having at least a pore volume of 0.1ml/g consisting of pores with a diameter of 7 to 50 angstrom.

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7. A pouch according to claim 5 wherein said perfume particle comprises a silica and/or a zeolite.

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8. A pouch according to claim 1 wherein said perfume particle comprises an amount of perfume from 1% to 90 % by weight of the loaded particle.

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9. A pouch according to claim 1 wherein said water reactive material of said pouch comprises polymers, copolymers or derivatives thereof selected from polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, cellulose, cellulose ethers, polyvinyl acetates and acetals, polycarboxylic acids and salts, proteins, polyamides, polyacrylates, polymethacrylates, polysaccharides, resins, gums and mixtures thereof.

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10. A method for improving the storage stability of perfume particles comprising the steps of forming a pouch of a water-reactive film in an open form, adding multiple perfume particles into said pouch, sealing said pouch to close it, wherein the pouch is according to claim 1.

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11. A method for depositing perfume onto a surface comprises contacting the pouch comprising perfume particles according to claim 1 with an aqueous solution whereby the perfume particles are released into the solution thereby forming a wash liquor and contacting the surface with the thus formed wash liquor comprising preferably at least about 0.1 ppm of the perfume particle.

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